

## Claims

1. Order method, comprising the following steps:

- reproduction of the offer of a provider with electronic  
5 reproduction means of a personal terminal,  
  
selection of the offer by the user,  
  
execution in said personal terminal of an order program  
10 linked to the selected offer, with which order data can be entered,  
  
linking of said order data with user identification data stored  
in a personal identification module,  
  
15 transmission of an order message with said linked data to the  
provider.

2. The order method of claim 1, wherein said reproduced offer  
is transmitted by the provider over an electronic channel into said personal  
terminal.

20 3. The order method of claim 2, wherein said electronic channel  
is a broadcast channel through which a plurality of offers can be  
distributed in push-mode.

4. The order method of claim 3, wherein said broadcast channel  
is a DAB channel.

25 5. The order method of claim 3, wherein said broadcast channel  
is a DVB channel.

6. The order method of claim 2, wherein said electronic channel  
uses a mobile radio network.

7. The order method of claim 6, wherein said offer is transmitted according to the WAP standard over said mobile radio network.

8. The order method of claim 1, wherein said reproduced offer is transmitted by the provider with an optical reader into said personal  
5 terminal.

9. The order method of claim 2, wherein said electronic channel uses the Internet.

10. The order method of claim 2, wherein said electronic channel uses a contactless radio interface over which a radio connection at close  
10 range can take place.

11. The order method of claim 2, characterized in that said offer transmitted over an electronic channel can be signed electronically by said provider, so that the terminal can verify the integrity and authenticity of the received offers.

12. The order method of claim 1, wherein said personal terminal  
15 comprises a mobile radio interface with which connections in a mobile radio network can be established.

13. The order method of claim 1, wherein said personal terminal comprises a radio receiver with which offer data transmitted as program-  
20 accompanying data over a broadcast channel can be received.

14. The order method of claim 1, wherein said personal terminal comprises a contactless interface over which a radio connection at close range can take place.

15. The order method of claim 14, wherein said interface is a  
25 BlueTooth interface.

16. The order method of claim 1, wherein said offer is reproduced with a LCD.

17. The order method of claim 1, wherein said offer is reproduced with a VRD device.

5 18. The order method of claim 1, wherein the user can select an offer with the eye.

19. The order method of claim 1, wherein the identity of the user is verified on the basis of biometric parameters.

20. The order method of claim 1, wherein said identification  
10 module is a chip card.

21. The order method of claim 20, wherein said identification data are stored in a secured area of the chip card.

22. The order method of claim 19, wherein said order program linked with the selected offer is executed by data processing means in said  
15 chip card.

23. The order method of claim 22, wherein said order program is an applet.

24. The order method of claim 23, wherein the applet is stored in the chip card during the personalization of the chip card.

20 25. The order method of claim 24, wherein the applet is downloaded over a radio interface.

26. The order method of claim 20, wherein order parameters are transmitted into said chip card, and wherein said order program is adapted with these parameters to the product to be ordered.

27. The order method of claim 26, wherein said transmitted parameters are signed electronically, so that the terminal can verify the integrity and authenticity of these parameters.

28. The order method of claim 26, wherein said order data  
5 comprise the ordered quantity.

29. The order method of claim 26, wherein said order data comprise the billing method.

30. The order method of claim 26, wherein said order data comprise the delivery method.

31. The order method of claim 26, wherein said order data  
10 comprise the delivery address.

32. The order method of claim 31, wherein said applet allows the selection of the delivery address from an available directory.

33. The order method of claim 1, wherein said order data  
15 correspond to the user's user identification in a mobile radio network.

34. The order method of claim 1, wherein said order message is signed on the basis of a certificate available in said identification module.

35. The order method of claim 1, wherein said order message is encrypted.

20 36. The order method of claim 1, wherein said order message is a SMS message.

37. The order method of claim 1, wherein said order message is a USSD message.

38. The order method of claim 1, wherein said order message is transmitted through the data channel.

39. The order method of claim 1, wherein said order message is transmitted according to the WAP standard.

5 40. The order method of claim 1, wherein:

said order message is first transmitted to the operator that has stored said identification data in said identification module,

10 additional user identification data are read in a database managed by said operator,

at least part of the contents of said order message is linked with said additional user identification data,

15 the linked data are forwarded on.

41. The order method of claim 40, wherein the authenticity of the order message is checked by said operator through the electronic signature of the user.

20 42. The order method of claim 40, wherein said order message is decrypted by said operator.

43. The order method of claim 40, wherein said order message is transmitted to a provider address read in a provider address database.

25 44. The order method of claim 1, wherein the ordered item is billed by said operator.

45. The order method of claim 44, wherein the amount billed for the ordered item is debited from a prepaid money account in said identification module.

46. The order method of claim 44, wherein the amount billed for the ordered item is billed with the telecommunication bill of the operator for use of the telecommunication network.

47. The order method of claim 40, wherein said linked data are  
5 transmitted over a fixed network to said operator.

48. The order method of claim 47, wherein a plurality of said linked data of a plurality of users are transmitted simultaneously to said provider.

49. The order method of claim 1, wherein said provider delivers  
10 the ordered item over an electronic channel.

50. The order method of claim 49, wherein said provider checks whether the user's terminal is compatible with the format of the item to be delivered.

51. The order method of claim 49, wherein said electronic channel  
15 uses a mobile radio network.

52. The order method of claim 49, wherein the ordered item corresponds to musical data.

53. The order method of claim 52, wherein said musical data are encoded in MP3 format.

20 54. O The order method of claim 49, wherein the ordered item corresponds to video data.

55. The order method of claim 54, wherein said video data are encoded in MPEG format.

56. The order method of claim 49, wherein the ordered item corresponds to software for said terminal and/or for said identification module.

57. The order method of claim 1, wherein said provider sends the  
5 ordered item over a contactless interface at close range.

58. The order method of claim 57, wherein the ordered item is an admission authorization that is stored in said identification module and transmitted over a contactless interface to an admission-checking device.

59. The order method of claim 1, wherein said provider sends the  
10 ordered item by mail or through a delivery firm.

60. Identification module that can be connected with a personal terminal of a user and in which user identification data are stored, including:

15 at least one order program linked with an offer and with which order data for ordering the offer can be entered.

61. The identification module of claim 60, wherein order parameters are transmitted with the offer, which are used as parameters for the order program.

20 62. The identification module of claim 61, wherein said order data comprise the ordered quantity.

63. The identification module of claim 61, wherein said order data comprise the billing method.

25 64. The identification module of claim 61, wherein said order data comprise the delivery method.

65. The identification module of claim 61, wherein said order data comprise the delivery address.

66. The identification module of the claim 60, wherein said user identification data correspond to the user's user identification in a mobile radio network.

67. System, comprising:

10 a plurality of personal terminals with which the offer of a plurality of providers is reproduced, the personal terminals being connected with an identification module according to one of the claims 60 to 66,

15 at least a server that is managed by an operator that determines the identification data in said identification module,

said operator managing a database in which additional user identification data not stored in said identification module are stored, so that these additional user identification data are linked with order messages.

20 68. The system of claim 67, with a plurality of said servers managed by various operators.